

METHOD AND APPARATUS FOR MANAGING MULTIPLE ON-LINE VENDORS THROUGH A REVERSE FRANCHISE

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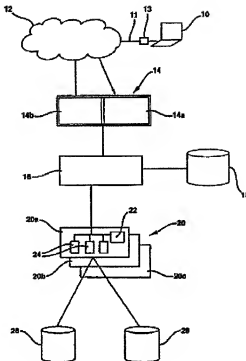
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A system for managing (16) a plurality of on-line vendors is provided that permits the vendors to share a common fulfillment/distribution site. In one embodiment, products supplied by the fulfillment site, as well as the interface to the fulfillment site are generic, stripped of any identifying indicia. A session identifier, or similar means, is used to correlate a purchase transaction with the vendor that originated the purchase. Product shipment may also be devoid of any identifying

indicia, or it may be customized to an individual vendor. In a preferred embodiment, the fulfillment site includes a management software program which tracks orders and revenue generated therewith. After subtracting a fee for operation of the on-line system, each vendor is awarded a profit allocation based upon a predetermined percentage of sales from the corresponding vendor.



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